

Message Text

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PAGE 01 BANGKO 20320 131057Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----073464 131251Z /40
R 130857Z SEP 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 6099

UNCLAS BANGKOK 20320

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: EAST ASIATIC CO. (THAILAND) LTD.
REQUESTED AS: EAST ASIATIC CO., LTD.

REF: USDOC 15582

1. THAILAND

OFFICE USE: 2. 549 3. 0018500 4. 01

5. EAST ASIATIC CO. (THAILAND) LTD. (THE)

6. P.O. BOX 228; 53-55 ORIENTAL AVENUE

7. BANGKOK

8. CONTACT: CARSTEN DENCKER NIELSEN

9. TITLE: MANAGING DIRECTOR

OTHER OFFICIALS ARE: MOGENS PAGH, CHAIRMAN AND FLEMING K.
SORENSEN, ORIENTAL MACHINERY STORES MANAGER.

10. PHONE: 2332020 11. TELEX: ASIATIC TH 2615

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12. CABLE: INDUSTREAC BANGKOK

13. ESTBL: 1897 14. EMPL: 1104 15. SIZE: VERY LARGE

16. REPUTATION: Y-EXCELLENT 17. RPT DATE: 09/77

OFFICE USE: 18. K 19. X 20. X 21. NA 22. F

23A. 00000. GENERAL TRADING
23B. 22990/4 EXP. OF TEXTILES
23C. 54190/4 EXP. OF TIMBER
23D. 51490/4 EXP. OF RICE
23E. 47120/9 FREIGHT FORWARDER

24. FOREIGN SALES: WORLDWIDE

25. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK;
CHARTERED BANK, SALADAENG CIRCLE, BANGKOK, THAILAND.

26. TRADE REFS: JOHN DEERE INTERNATIONAL LTD., 909 THIRD AVENUE,
MOLINE, ILLINOIS 61265; HYSTER CO., P.O. BOX 847, DANVILLE,
ILLINOIS 61832.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF ICI UNITED STATES
INC., STUART DIV., CONCORD PLAZE, SILVERSIDE ROAD, WILMINGTON,
DELAWARE 19897 FOR PHARMACEUTICALS; JOHN DEERE INTERCONTINENTAL
LTD., 909 - 3RD AVENUE, MOLINE, ILL. 61265 FOR FARM TRACTOR,
LOADERS, MOTOR GRADERS, SKIDDERS, EXCAVATORS, BULLDOZERS AND
OTHER INDUSTRIAL EQUIPMENT; KOHLER INTERNATIONAL LTD., KOHLER,
WISCONSIN 53044 FOR GASOLINE ENGINES, GENERATING SETS, ELECTRIC
PLANTS; MACK TRUCKS WORLDWIDE LTD., BOX M, ALLENTOWN, PA. FOR
TRUCKS; S&C ELECTRIC CO., 6601 RIDGE BLVD., CHICAGO, ILL. 60626
FOR ELECTRICAL EQUIPMENT; SKF INDUSTRIES INC., FRONT STREET &
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ERIE AVE., P.O. BOX 6731, PHILADELPHIA, PA. 19132 FOR BALL AND
ROLLER BEARINGS; ASHLAND CHEMICAL CO., DIV. OF ASHLAND OIL INC.,
CARBON BLACK & SYNTHETIC RUBBER DIV., P.O. BOX 2219, COLUMBUS,
OHIO 43216 FOR CARBON BLACKS AUTOMIX KEYBOARDS INC., REDMOND,
WASHINGTON FOR KEYBOARD FOR PHOTOCOMPOSING MACHINES; CHEVRON
SHIPPING CO., 555 MARKET ST., SAN FRANCISCO, CALIF. 94120 FOR
SHIPPING, COMPUGRAPHIC CORP., 80 INDUSTRIAL WAY, WILMINGTON,
MASS. 01887 FOR PHOTOCOMPOSING MACHINES HYSTER COMPANY, P.O.
BOX 2901, PORTLAND, OREGON 97208 FOR FORKLIFT TRUCKS, COMPACTION
EQUIPMENT AND TRAILERS.

28. POST EVALUATION: THE EAST ASIATIC CO. (THAILAND) LTD. IS AN
OLD AND LEADING IMPORT AND EXPORT FIRM IN THAILAND. IT WAS
REORGANIZED IN 1977 (WITH AN AUTHORIZED CAPITAL OF \$10,000,000)
TO TAKE OVER THE BUSINESS OF THE EAST ASIATIC CO., LTD. WHICH WAS
FOUNDED IN 1897 AS A BRANCH OFFICE OF AKTIESELSKABET DET STATIA-
TISKE KOMPANI, COPENHAGEN, DENMARK. FIRM ACTS AS A GENERAL
IMPORTER OF A WIDE VARIETY OF PRODUCTS SUCH AS CHEMICALS, MACHINERY,
PHARMACEUTICAL PREPARATIONS, TRACTORS AND HEAVY EQUIPMENT,
PRINTING MACHINES AND ELECTRICAL EQUIPMENT. MOST OF ITS IMPORTS
ARE FROM EUROPE. IT EXPORTS RICE, TIMBER AND TEXTILES TO EUROPE.
EAST ASIATIC ALSO REPRESENTS SEVERAL SHIPPING LINES. BANGKOK IS

THE CENTER OF THE FIRM'S OPERATIONS BUT THERE ARE TWO BRANCHES IN UP-COUNTRY. THE EAST ASIATIC CO. (THAILAND) LTD. IS ASSOCIATED WITH THE FOLLOWING FIRMS: THAI INDUSTRIAL ADVANCEMENT CO.,LTD. (A FINANCE COMPANY UNDERTAKING HIRE PURCHASE CONTRACT FOR EQUIPMENT SOLD BY E.A.C.T.); THE EAST ASIATIC CO. BROKERS LTD. (A BROKER FOR GUARDIAN ASSURANCE CO.,LTD.); THE ASSOCIATED BATTERY MANUFACTURERS THAI LTD. (A JOINT VENTURE OF VARIOUS BATTERY MANUFACTURERS IN WHICH THE E.A.C.T. PARTICIPATES WITH MINOR SHARES); DUMEX LTD. (A PHARMACEUTICAL PLANT AND PACKER OF VITAMINIZED MILK POWDER IMPORTED FROM DENMARK AND NEW ZEALAND); THAI COCONUT INDUSTRIES LTD. (A PROCESSOR OF CURLED COIR FIBER AND COCONUT HUSKS); THAI DAN CORP. LTD. (A JOINT VENTURE BETWEEN THE E.A.C.T. AND THAI INTERESTS ACTING AS CONSULTANT FOR ENGINEERING AND CONSTRUCTION COMPANIES WHICH PARTICIPATE IN LARGE UNCLASSIFIED

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SCALE PROJECTS); CHRISTIANI & NIELSEN (THAI) CO., LTD. (AN ENGINEERING AND CONTRACTING COMPANY). SUBJECT FIRM EMPLOYS 1104, INCLUDING 200 TRAVELLING SALESMEN AND TECHNICIANS. ITS TURNOVER IN 1976 WAS REPORTED TO BE \$47 MILLION. IT IS MANAGED BY MR. CARSTEN DENCKER NIELSEN AND A GROUP OF HIGHLY REGARDED THAI BUSINESSMEN. SUBJECT FIRM IS A MEMBER OF THE AMERICAN CHAMBER OF COMMERCE, THE BRITISH CHAMBER OF COMMERCE, THE FRANCO-THAI CHAMBER OF COMMERCE, THE BOARD OF TRADE, THE GERMAN-THAI CHAMBER OF COMMERCE, THE BANGKOK SHIPOWNERS & AGENT ASSOCIATION, THE THAI PACKAGING ASSOCIATION, THE PERSONNEL MANAGEMENT ASSOCIATION OF THAILAND, THE PHARMACEUTICAL PRODUCTS ASSOCIATION AND THE THAI MANAGEMENT ASSOCIATION. THE E.A.C.T. IS HIGHLY REGARDED IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANKS REPORT THAT SUBSTANTIAL (UP TO HIGH 8 FIGURES IN BAHT) CREDIT FACILITIES HAVE BEEN GRANTED WITH GOOD RESULTS. IT IS CONSIDERED AS AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

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Capture Date: 01-Jan-1994 12:00:00 am
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Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 1300820
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: EAST ASIATIC CO. (THAILAND) LTD. REQUESTED AS: EAST ASIATIC CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/46500548-c288-dd11-92da-001cc4696bcc
Review Markings:
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Declassified/Released
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22 May 2009
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